



FBLA Business Plan Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Executive Summary •Convinces reader that business concept is sound and has a reasonable chance of success •Is concise and effectively written	0	1–7	8–14	15–20	
Company Profile •Legal form of business •Effective date of business •Company mission statement/vision •Company governance •Company location(s) •Immediate development goals •Overview of company's financial status	0	1–5	6–10	11–15	
Industry Analysis •Description of industry (size, growth rates, nature of competition, history) •Trends and strategic opportunities within industry	0	1–5	6–10	11–15	
Target Market •Target market defined (size, growth potential, needs) •Effective analysis of market's potential, current patterns, and sensitivities	0	1–5	6–10	11–15	
Competition •Key competitors identified •Effective analysis of competitors' strengths and weaknesses •Potential future competitors •Barriers to entry for new competitors identified	0	1–5	6–10	11–15	
Marketing Plan and Sales Strategy •Key message to be communicated identified •Options for message delivery identified and analyzed including Web process •Sales procedures and methods defined	0	1–5	6–10	11–15	
Operations •Business facilities described •Production plan defined and analyzed •Workforce plan defined and analyzed •Impact of technology	0	1–5	6–10	11–15	
Management and Organization •Key employees/principals identified and described •Board of directors, advisory committee, consultants, and other human resources identified and described •Plan for identifying, recruiting, and securing key participants described	0	1–5	6–10	11–15	



•Compensation and incentives plan

FBLA BUSINESS PLAN

Report Rating Sheet (Continued)

Long-term Development •Goals for three-, five- or more years are identified and documented •Risks and potential adverse results identified and analyzed •Strategy in place to take business toward long-term goals	0	1–5	6–10	11–15	
Financials •Type of accounting system to be used is identified •Financial projections are included and reasonable •1 st year monthly cash flow •1 st year monthly income statement •Yearly income statements for years 1, 3 & 5 •Financial assumptions clearly identified	0	1–7	8–14	15– 20	
Supporting Documents •May include works cited page, certifications, licenses, tax requirements, codes, technical descriptions, advance contracts, endorsements, etc.	0	1–5	6–10	11–15	
Report Format					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1–3	4–7	8–10	
Professional written presentation appropriate to audience	0	1–2	3–4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–3	4–7	8–10	
Subtotal					/200 max.
Penalty Points Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): <input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents <input type="checkbox"/> binding incorrect <input type="checkbox"/> over thirty (30) pages <input type="checkbox"/> attached items <input type="checkbox"/> no page numbers <input type="checkbox"/> 2 copies of report not received <input type="checkbox"/> report format does not follow rating sheet					
Total Points					/200 max.

Name(s): _____

School: _____ State: _____

Judge's

Signature: _____

Date: _____

Judge's

Comments:



FBLA BUSINESS PLAN Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of business concept and company profile	0	1–2	3–4	5	
Marketing aspects of business are thoroughly covered	0	1–5	6–10	11–15	
Description of operations and management plans	0	1–3	4–7	8–10	
Financial documents and projections are reasonable easy to understand	0	1–7	8–14	15–20	
Risks are anticipated, analyzed and planned for	0	1–3	4–7	8–10	
Long-term goals are identified and reasonable	0	1–3	4–7	8–10	
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–2	3–4	5	
All team members actively participate in the presentation	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions regarding business start-up logistics	0	1–3	4–7	8–10	
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Total Points					/100 max.
Report Score					/200 max.
Final Score (add total points and report score)					/300 max.

Name(s): _____

School: _____ State: _____

Judge's
Signature: _____ Date: _____

Judge's
Comments: